

366 Marketing Tips for Equipment Leasing

Linda P. Kester

"If you use just a couple of her ideas, you will be rewarded many times over with increased sales."

Gerry Oestreich, former NAELB President, NY



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Introduction

Dear Leasing Professional,

Think back to your college days.

Did you, or any of your colleagues, major in Equipment Leasing Sales?

I didn't think so.

Like you, I became a leasing professional by accident. My first job out of college was selling copiers. After ten months of cold calls, slammed doors, and meager commissions, I received a job offer from a leasing company. I found my calling! Leasing was what I was meant to do and I was fortunate enough to become a very successful sales rep and sales manager. I've been in the business ever since, studying leasing, writing about leasing, and coaching leasing sales reps.

Two of the companies I worked for, Advanta Leasing Corp., and Marlin Leasing, started as small leasing companies. During my time at each company Advanta and Marlin experienced phenomenal growth and became major funding sources. By working with these businesses and starting my own consulting business, I have accumulated a wealth of knowledge that I share in this book.

The book provides 366 tips to help you get results. Leave the book open on your desk and turn to a new tip each day. The knowledge and motivation contained in the tip might make the day a rewarding one.

Also, the book can be used as a motivational tool at sales team meetings. For example, each sales person can identify the best tips that he or she has read – tips that have helped make money, save time, or reduce stress. Or, each person

can choose a specific tip and explain how it has helped increase business. Connecting the information in the book to real-life work stories can inspire an entire staff.

Sometimes in the pages that follow I will mention a book, website or other resource I think you will find useful. Please bear in mind that I am only making a suggestion and I cannot guarantee that the resource will actually benefit you in your particular business. There may be many other, similar resources out there that would be as good or better for you and I am not in the business of testing or evaluating business resources. That being said, I am happy to pass along whatever advice or experience I can share.

Thank you for reading this far. The tips await. Read on, and I promise you will both enjoy the profession more and make more money.

Warm Regards,

Linda Kester

www.LindaKester.com